

KYW TV3

1555 Hamilton Street, . PHILADELPHIA PA 19130

KYW TV3

CONTRACT NO. REV.

1041-80142-1

DATE PRINTED

08/24/12

AND

PAGE 1

146318 AGENCY (OR SERVICE) ACTING AS AGENT FOR 113797 ADVERTISER (OR AGENCY AND ADVERTISER)

NAME STRATEGIC MEDIA PLACEMENT

MIKE FITZPATRICK FOR CONGRESS

AND 7669 Stagers Loop

PO BOX 185

ADDRESS Delaware OH 43015-7010

Doylestown PA 18901-0185

USA

USA

CONTACT WHITNEY EVERSOLE

PRODUCT M.FITZPATRICK EST#2407

LOCAL SALESPERSON JOHN LINK POL.

AGENCY EST. NO. 2407

PRODUCT CODE 9820

NATIONAL SALESPERSON

BROADCAST SCHEDULE STARTING 10/08/12 AND ENDING 11/05/12 NO. WEEKS: 5

Cancellation Notice
Required
Announcement 28 days
prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	M-F	2 3 4	05:27A	05:58A	30S	10/08/12-10/12/12 10/15/12-10/19/12 10/22/12-11/02/12	5:30AM NEWS THIS MORNING	13	405.00	5265.00
2	M	1	05:27A	05:58A	30S	11/05/12-11/05/12	5:30AM NEWS THIS MORNING	1	405.00	405.00
3	M-F	2 3	05:58A	07:00A	30S	10/08/12-10/12/12 10/15/12-11/02/12	THIS MORNING (5:58-7AM)	11	810.00	8910.00
4	M	1	05:58A	07:00A	30S	11/05/12-11/05/12	THIS MORNING (5:58-7AM)	1	810.00	810.00
5	Su	1 1	08:57A	10:30A	30S	10/14/12-10/14/12 10/28/12-11/04/12	CBS SUNDAY MORNING	3	1440.00	4320.00
6	Su	1 1	10:30A	11:00A	30S	10/21/12-10/21/12 11/04/12-11/04/12	FACE THE NATION 10:30-11AM	2	1800.00	3600.00
7	M-F	2 3	10:58A	12:00N	30S	10/08/12-10/19/12 10/22/12-11/02/12	THE PRICE IS RIGHT	10	900.00	9000.00
8	M	1	10:58A	12:00N	30S	11/05/12-11/05/12	THE PRICE IS RIGHT	1	900.00	900.00
9	M-F	4	05:00P	06:00P	30S	10/15/12-11/02/12	5PM EARLY NEWS	12	765.00	9180.00
11	M-F	3	06:00P	06:30P	30S	10/08/12-11/02/12	NEWS 3 AT 6	12	1440.00	17280.00
12	M	1	06:00P	06:30P	30S	11/05/12-11/05/12	NEWS 3 AT 6	1	1440.00	1440.00
13	M-Su	3	11:00P	11:35P	30S	10/08/12-10/14/12	LATE NEWS	15	2700.00	40500.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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NAME	STRATEGIC MEDIA PLACEMENT		MIKE FITZPATRICK FOR CONGRESS	
AND	7669 Stagers Loop		PO BOX 185	
ADDRESS	Delaware	OH 43015-7010	Doylestown	PA 18901-0185
	USA		USA	
CONTACT	WHITNEY EVERSOLE		PRODUCT M.FITZPATRICK EST#2407	
LOCAL SALESPERSON	JOHN LINK POL.	AGENCY EST. NO. 2407	PRODUCT CODE	9820
NATIONAL SALESPERSON				
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			FROM	TO						
		4				10/15/12-11/04/12				
14	M	1	11:00P	11:35P	30S	11/05/12-11/05/12	LATE NEWS	1	2700.00	2700.00
15	Su	1	06:58P	08:00P	30S	10/21/12-10/21/12	SIXTY MINUTES	1	13500.00	13500.00
16	Su	1	06:58P	08:00P	30S	11/04/12-11/04/12	SIXTY MINUTES	1	18000.00	18000.00
17	W	1	10:00P	11:00P	30S	10/31/12-10/31/12	CSI: CRIME SCENE	1	6750.00	6750.00
18	Su	1	04:00P	07:00P	30S	10/21/12-10/21/12	NFL FOOTBALL 4PM GAME	1	16200.00	16200.00
19	Su	1	04:00P	07:00P	30S	11/04/12-11/04/12	NFL FOOTBALL 4PM GAME	1	18000.00	18000.00
Total Contract:								88		176760.00
Billing Summary										
						Oct	Nov	Dec	Total	
Qtr 4-12						99585.00	77175.00	.00	176760.00	
GRAND TOTAL									176760.00	

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